

Attorney's Docket No. 100604.0031US1

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of: McEwan, et al.

Group No.: Not Yet Assigned

Application No.: 10/018202

Examiner: Not Yet Assigned

Filed: December 13, 2001

For: Creation of Custom Messages Using Virtual Prospecting

Box DD

Assistant Commissioner for Patents  
Washington, D.C. 20231

RECEIVED  
MAR 08 2002  
Technology Center 2100

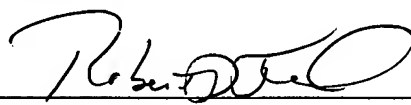
TRANSMITTAL OF INFORMATION DISCLOSURE STATEMENT  
WITHIN THREE MONTHS OF FILING OR  
BEFORE MAILING OF FIRST OFFICE ACTION (37 C.F.R. 1.97(b))

IDENTIFICATION OF TIME OF FILING THE ACCOMPANYING  
INFORMATION DISCLOSURE STATEMENT

The information disclosure statement submitted herewith is being filed within three months of the filing date of the application or date of entry into the national stage of an international application or before the mailing date of a first Office action on the merits, whichever event occurs last. 37 C.F.R. 1.97(b).

Respectfully submitted,

Date: February 13, 2002

By:   
Robert D. Fish  
Reg. No. 33,880

Attorneys for Applicant  
Rutan & Tucker, LLP  
611 Anton Blvd., 14<sup>th</sup> Floor  
Costa Mesa, CA 92626  
Tel: (714) 641-5100  
Fax: (714) 546-9035

CERTIFICATE OF MAILING (37 C.F.R. 1.8(a))

I hereby certify that, on the date shown below, this correspondence is being deposited with the United States Postal Service with sufficient postage as First Class Mail, in an envelope addressed to the Assistant Commissioner for Patents, Washington, D.C. 20231.

  
Kristin J. Azcona

Date: February 13, 2002



PATENT  
Attorney Docket No.: 100604.0031US

IN THE UNITED STATE PATENT AND TRADEMARK OFFICE  
WASHINGTON, D.C. 20231

In re application of: **McEwan, et al.**

Serial No: **10/018202**

Filed: **December 13, 2001**

For: **Creation of Custom Messages Using  
Virtual Prospecting**

Group: **Not Yet Assigned**

Examiner: **Not Yet Assigned**

**RECEIVED**  
**MAR 08 2002**  
**Technology Center 2100**

**INFORMATION DISCLOSURE STATEMENT**

Honorable Commissioner of Patents and Trademarks  
Washington, D.C. 20231

Sir:

In accordance with the duty of disclosure imposed by 37 C.F.R. § 1.56 to inform the United States Patent and Trademark Office of all references coming to the attention of the Applicant(s) or attorneys or agents for Applicant(s) which are or may be material to the examination of the subject application, attorneys for the Applicant(s) hereby invite the Examiner's attention to the references listed in the accompanying PTO Form 1449 entitled "List of References Cited".

This submission is understood to complement the results of the Examiner's own independent search. The submission of this Disclosure Statement should not be construed as a representation that a search was made, or that the cited items are inclusive of all relevant and material citations that may be available publicly.

The citation of any item is not an admission that the item is "prior art" against the subject application. The right is reserved to antedate any item according to standard procedures.

Applicant(s) respectfully request that the Examiner review the foregoing references, as set forth in the Form PTO-1449, and that they be made of record in the file history of the above-captioned application.

Respectfully submitted,  
Rutan & Tucker, LLP

Dated: February 13, 2002

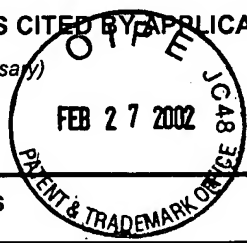
By: \_\_\_\_\_



Robert D. Fish  
Reg. No. 33,880

Attorneys for Applicant(s)  
611 Anton Blvd., 14<sup>th</sup> Floor  
Costa Mesa, CA 92626  
Tel: 714-641-5100  
Fax: 714-546-9035

<b>LIST OF REFERENCES CITED BY APPLICANT</b> (Use several sheets if necessary)	ATTY. DOCKET NO.	SERIAL NO.
	100604.0031US	10/018202
	APPLICANT	
	McEwan, et al.	
	FILING DATE	GROUP
	December 13, 2001	Not Yet Assigned



**U.S. PATENT DOCUMENTS**

*EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	AA	5,778,367	07/07/98	Automated On-Line Information Service and Directory, Particularly for the World Wide Web	707	10	12/14/95
	BB	5,796,952	08/18/98	Method and Apparatus for Tracking Client Interaction with a Network Resource and Creating Client Profiles and Resource Database	395	200.54	03/21/97
	CC	5,913,040	06/15/99	Method and Apparatus for Transmitting and Displaying Information Between a Remote Network and a Local Computer	395	200.62	08/22/95
	DD	5,918,014	06/29/99	Automated Collaborative Filtering in World Wide Web Advertising	395	200.49	12/26/96
	EE	5,933,811	08/03/99	System and Method for Delivering Customized Advertisements Within Interactive Communication Systems	705	14	08/20/96
	EE	5,948,061	09/07/99	Method of Delivery, Targeting, and Measuring Advertising Over Networks	709	219	10/29/96
	FF	5,974,398	10/26/99	Method and Apparatus Enabling Valuation of User Access of Advertising Carried by Interactive Information and Entertainment Services	705	14	04/11/97
	GG	6,055,510	04/25/00	Method for Performing Targeted Marketing Over a Large Computer Network	705	14	10/24/97

**FOREIGN PATENT DOCUMENTS**

		DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
							YES	NO
	GG							

**OTHER REFERENCES** (Including Author, Title, Date, Pertinent Pages, Etc.)

	HH	Michael Russo, "E-Mail Marketing for the Roofing Contractor" dated March 2000, pages 14-16.
	II	PR Newswire Association Inc., "DoubleClick Debuts New Tool for Testing Creative on the Web", dated May 1999, page 1.
	JJ	

**RECEIVED**

**MAR 08 2002**

**Technology Center 2100**

EXAMINER	DATE CONSIDERED
----------	-----------------

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.